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Standard Motor Company

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The **Standard Motor Company** was founded in Coventry, England in 1903 by Reginald Walter Maudslay (1871–1934). The Standard name was last used in Britain in 1963, and in India in 1987.

1927 Standard Nine Selby Tourer

1933 Standard Ten.

Standard Nine 4-Door Saloon 1935

Standard Twelve 4-Door Saloon 1937

Standard Eight Saloon 1946

Standard Fourteen Saloon 1948

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History [edit]

1903–1914 [edit]

The company was first registered on 2 March 1903 by R. W. Maudslay. He was a civil engineer by profession but realised the enormous potential of the horseless carriage, and with a gift of £3,000 from Sir John Wolfe-Barry he became a motor manufacturer, establishing a small factory in a two-storey building in Much Park Street, Coventry. Having undertaken the examination of several proprietary engines to familiarise himself with internal combustion engine design he employed seven people to assemble the first car, powered by a single-cylinder engine with three-speed gearbox and shaft drive to the rear wheels. By the end of 1903 three cars had been built and the labour force had been increased to twenty five. The increased labour force produced a car every three weeks during 1904.

The single-cylinder model was soon replaced by a two-cylinder model quickly followed by three- and four-cylinder versions and in 1905 the first six. Even the first cars boasted shaft drive as opposed to chains, and the engines were not merely "square" but had 6" diameter pistons with a 3" stroke. As well as supplying complete chassis, the company found a good market selling engines for fitting to other cars, especially where the owner wanted more power. Although Alex Craig, a Scottish engineer, was engaged to do much of the detail work, Maudslay himself was sufficiently confident to undertake much of the preliminary layout. One of the several derivations of the name "Standard" is said to have emanated from a discussion between Maudslay

"Standard" is said to have emanated from a discussion between Maudslay and Craig during which the latter proposed several changes to a design on the grounds of cost, which Maudslay rejected, saying that he was determined to maintain the best possible "Standard".

Phase 1A Standard Vanguard, 1947

In 1905 Maudslay himself drove the first Standard car to compete in a race. This was the RAC Tourist Trophy in which he finished 11th out of 42 starters, having had a non-stop run. In 1905 the first export order was also received, from a Canadian who arrived at the factory in person. The order was reported in the local newspaper with some emphasis, "Coventry firm makes bold bid for foreign markets".

Standard Vanguard Phase II, 1953

The company displayed at the 1905 London Motor Show in Crystal Palace, at which a London dealer, Charles (later Sir Charles) Friswell agreed to buy the entire factory output.

In late 1906 production was transferred to larger premises and output was concentrated on 6-cylinder models. The 16/20 h.p. tourer with side-entrance body was priced at £450. An indication of how much this was can be gained from the fact that a draughtsman earned £3 a week. In 1907 Friswell became company chairman. He worked hard to raise its profile, and the resulting increase in demand necessitated the acquisition of a large single-storey building in Cash's Lane, Coventry. Even this was inadequate after the publicity gained when a fleet of 20 cars, 16/20 tourers, were supplied for the use of Commonwealth editors attending the 1909 Imperial Press Conference in London. In 1909 the company first made use of the famous Union Flag Badge, a feature of the radiator emblem until after the Second World War. By 1911 the range of vehicles was comprehensive, with the 8-horsepower model being produced in quantity whilst a special order for two 70 hp cars was at the same time executed for a Scottish millionaire. Friswell's influence culminated in supplying seventy 4-cylinder 16 hp cars for King George V and his entourage, including the Viceroy of India, at the 1911 Delhi Durbar. In 1912 Friswell sold his interest in Standard to C. J. Band and Siegfried Bettmann, the founder of the Triumph Motor Cycle Company (which became the Triumph Motor Company). During the same year the first commercial vehicle was produced, and the 4-cylinder model "S" was introduced at £195, the first to be put into large-scale production. 1600 were produced before the outbreak of the First World War, 50 of them in the final week of car production. These cars were sold with a three-year guarantee. In 1914 Standard became a public company.

Standard Vanguard Junior 4-Door Saloon 1956

1956 Standard Ensign. It shared the Vanguard Series III body, but had a reduced specification. It was popular with the RAF.

First World War [edit]

During the First World War the company produced more than 1000 aircraft, including the Royal Aircraft Factory B.E.12, Royal Aircraft Factory R.E.8, Sopwith Pup and Bristol F.2-B in a new works at Canley that opened on 1 July 1916. Canley would subsequently become the main centre of operations.[1] Other war materials produced included shells, mobile workshops for the Royal Engineers, and trench mortars.

Standard Vanguard 1958

1919–1939 [edit]

Civilian car production was restarted in 1919 with models based on pre-war designs, for example the 9.5 model "S" was re-introduced as the model SLS although this was soon superseded by an 8 h.p. model.

Standard Ten 1959

In the early 1920s saloon bodies were first offered; previously all cars had been tourers. The bodies had, since the move to Bishopsgate Green, been made in Coventry by the company itself, but it was not until 1922 that they were mass-produced, using a wooden track along which they were pushed by hand. The company was justifiably proud of the modern factory at Canley, boasting in its advertisements "It is a beautifully lighted and well-aired factory standing on the edge of a breezy common away from the city din and smoke, that the finishing touches and test are given to the All British 'Standard' Light cars which issue there to almost every quarter in the world".

It was about this time during the early 1920s that the slogan "Count them on the road" appeared on every advertisement. By 1924 the company had a share of the market comparable to Austin Motor Company, making more than 10,000 cars in 1924. As the immediate post-war boom faded, many rival marques were discontinued. Cars became steadily larger and more elaborate as manufacturers sought to maintain sales. During the 1920s all the models were named after towns, not only near the factory such as Canley and Kenilworth but also further afield – Teignmouth, Falmouth, and Exmouth.

By the late 1920s profits had decreased dramatically due to great reinvestment, a failed export contract and bad sales of the larger cars. In 1927 the inadvisability of matching the larger more elaborate trend became apparent and the 9 hp Fulham with fabric body was introduced at £185. Production was concentrated mainly on one basic chassis with a 9 hp engine. The importance of standardisation was now appreciated and only one alternative was offered. In 1929 Captain John Black joined the board from Hillman as joint Managing Director and one thing he encouraged was the supply of chassis to external coachbuilders such as Jensen, Avon and Swallow Sidecar Company (which would become Jaguar).

The coachbuilding company of Avon during the early 1930s commenced producing cars with a distinctly sporty

appearance, using as a foundation, a complete chassis from the Standard Motor Company. These chassis were ordinary production units, used because of their sound engineering design and good performance. Known as Avon Standard Specials they catered for a select market too small for Standard themselves. Later the Swallow Sidecars coachbuilding company decided to produce a complete car and again utilised a Standard engine and chassis. This was known initially as the S.S. and later as the S.S. Jaguar, still using Standard mechanical parts.

It was not until 1930, after the replacement of artillery wheels by spoke wheels that the distinctive radiator shape first used on the 6-cylinder models in 1906 was finally abandoned. In 1930, before the worst of the Depression, the Big Nine was introduced which together with the 6-cylinder Ensign and Envoy constituted the complete range.[2] Here standardisation was taken a step further with the bodies on 9 hp four-cylinder and 15 hp six-cylinder being almost indistinguishable except for bonnet length. The Big Nine was soon followed by the Big Twelve and sales for the second six months of 1931 exceeded those of the whole of the previous year. In 1932 there was a Royal visit to the Canley works by the Duke of Gloucester who came to open the Canley Pavilion outside which he took delivery of a new 6-cylinder model. Reginald Maudslay left the company two years after this honour and died soon afterwards on 14 December 1934 at the age of 64.

1935 saw all production transferred to the Canley site. Extensive re-organisation occurred including a continuous track being laid down in the paint shop on which the cars were completely painted.

Through the 1930s, fortunes improved with new models, the Standard Nine and Standard Ten which addressed the low to mid range market and at the Motor Show of 1935 the new range of Flying Standards was announced with semi streamlined bodies. The Flying Standards came to the market in 1936 with their distinctive streamlined sloping rears virtually replacing the existing range of Nine, Twelve, Sixteen, and Twenty. The Flying Standards were so-called because of the major radiator design change, topped by the Union Flag badge apparently streaming backwards in contrast to its previous forward-facing position.[*citation needed*] The Flying Nine, Flying Ten, Flying Twelve, and Flying Fourteen had four-cylinder engines,[3][4] while the Flying Sixteen and Flying Twenty had six-cylinder engines.[4] At the top of the range was the Standard Flying V-Eight, with a 20 RAC hp side valve 90 degree V8 engine and a top speed of more than 80 mph (130 km/h). 250 Flying V-Eights were made from 1936 to 1937; they were offered for sale from 1936 to 1938 with the initial price of £349 lowered to £325 in the last year to clear inventory.[5]

In 1938, two new factories were opened at Fletchampstead and Banner Lane.[*citation needed*] That year, Standard launched the Flying Eight.[6] The Flying Eight had a new four-cylinder engine smaller than that in the Flying Nine,[3] and was the first British mass-produced light saloon with independent front suspension.[6][7] The Flying Ten and Flying Twelve were also given new chassis with independent front suspension in 1938.[8]

By the beginning of the war, Standard's annual production was approximately 50,000 units.[5]

Second World War [edit]

The company continued to produce its cars during the Second World War, but now mainly fitted with utility bodies ("Tillies"). However, the most famous war-time product was the de Havilland Mosquito aircraft, mainly the FB VI version, of which more than 1100 were made. 750 Airspeed Oxfords were also made as well as 20,000 Bristol Mercury VIII engines, and 3,000 Bristol Beaufighter fuselages.

Other wartime products included 4000 Beaverette light armoured cars and a lightweight "Jeep" type vehicle.

Post-war years [edit]

With peace, the pre-war Eight and Twelve cars were quickly back in production using tools carefully stored since 1939. Of greater significance was the 1945 purchase, arranged by Sir John Black for £75,000, of the Triumph Motor Company. Triumph had gone into receivership in 1939, and was now reformed as a wholly owned subsidiary of Standard, named Triumph Motor Company (1945) Limited. The Triumph factory was near the city centre and had been completely destroyed in the blitz. A lucrative deal was also arranged to build the small Ferguson Company tractor which helped fill some of the large war-time factory space. This arrangement was considered primarily by Black as a means to securing increased profits to fund new car development.

Ferguson tractor [edit]

Main article: Ferguson TE20

In December 1945 Standard Motor Company Limited announced that an arrangement had been made to manufacture Mr Harry Ferguson's world-famous tractors and Standard's newly acquired factory at Banner Lane Coventry would be used for the project. These tractors would be for the Eastern hemisphere, Ferguson tractors built by Ford in America for the Western hemisphere. Production was expected to start in 1946. Implements would be sourced separately by Ferguson who would also merchandise the tractors and the implements.[9]

Standard Vanguard [edit]

A one-model policy for the Standard marque (alongside a range of new Triumphs) was adopted in 1948 with the introduction of the 2-litre Standard Vanguard, which was styled on American lines by Walter Belgrove, and replaced all the carry-over pre-war models. This aptly named model was the first true post-war design from any major British manufacturer. The beetle-back Vanguard Phase 1 was replaced in 1953 by the notch-back Phase 2 and in 1955 by the all-new Phase 3, which resulted in variants such as the Sportsman, Ensign, Vanguard Vignale and Vanguard Six.

Standard Eight and Ten [edit]

The one-model policy lasted until 1953, when a new Standard Eight small car was added. This was introduced at £481. 7. 6. the cheapest four-door saloon on the market, yet it boasted independent front suspension, hydraulic brakes and an economical O.H.V. engine. At the same time in another part of the same building Standards were producing a very different engine, the Rolls Royce Avon jet aero engine of which 415 were made between 1951 and 1955. In 1954 the Eight was supplemented by the slightly more powerful Standard Ten which featured a wider chrome grille.

Engines [edit]

The Phase II Vanguard was powered by a 2088 cc 4-cylinder "wet sleeve" engine producing 68 HP. This engine could be modified by using an additional intake system and two single-barrel Solex carburettors, producing 90 HP. Typically, the Phase II engine was one Solex carburettor, with 85 mm by 93 mm pistons. Standard Motors at the time supplied many of these engines to Ferguson Tractor distributed in the United States.

Standard Pennant [edit]

The Ten was followed in its turn in 1957 by the Standard Pennant featuring very prominent tail fins, but otherwise little altered structurally from the 1953 Standard Eight. An option for the Ten, and standard fitment to the Pennant, was the Gold Star engine, tuned for greater power and torque than the standard 948 cc unit. Another tuning set, featuring a different camshaft and twin carburettors, was available from dealers. As well as an overdrive for the gearbox, an option for the Eight, Ten and Pennant was the Standrive, a semi-manual transmission that automatically operated the clutch during gearchanges.

Triumph TR2 [edit]

See also: Triumph TR1 / 20TS and Triumph TR2

During the same year that the '8' was introduced, another car was displayed at the London Motor Show. This was the Triumph 20TS, a sports two-seater with a modified Standard '8' chassis and a Vanguard engine. The 20TS's lack of luggage space and unsatisfactory performance and handling resulted in production being delayed until the next year when the chassis and drivetrain were developed and the body was restyled to incorporate a generous boot. The car was badged as a 'Triumph' rather than a 'Standard' and the Triumph TR2 was a winner.[*clarification needed*] Ken Richardson achieved 124 mph (200 km/h) on the Jabbeke Highway in Belgium in a slightly modified car. As a result of the publicity, small manufacturers, including Morgan, Peerless, Swallow, and Doretti, bought engines and other components from Standard Motor Company.

Standard Atlas van [edit]

Atlas van 1959. In a segment dominated, in the UK market, by Bedford, a number of UK automakers competed with under-powered forward control competitors. The Atlas was Standard-Triumph's contender.

In 1958 the Standard Atlas panel van and pick-up was first vended, a cab-over-engine design. It initially used the 948 cc engine from the Standard 10, making the resulting vehicle woefully underpowered, even with its 6.66:1 final drive ratio. In 1961, the Atlas Major was introduced, and sold alongside the original 948 cc Atlas. This variant was powered by the Standard 1670 cc wet-liner motor, as used with different capacities in the Vanguard cars, and the Ferguson tractor. The same engine was also used in Triumph TR2, TR3 and TR4 sports cars. To use this larger engine, a substantial redesign of the cab interior and forward chassis was necessary. The vehicles were of a high standard but not priced competitively, which resulted in relatively few sales. In 1963 the Atlas Major became the Standard 15, with a new long-wheelbase variant, with 2138 cc engine, became the Standard 20. Later that year, the Standard name became disused by Leyland, and these models were rebranded hastily as Leyland 15 and 20. By 1968 when production ended in the UK, all variants were powered by the 2138 cc engine and badged as Leyland 20s.

These vehicles were badged as Triumphs for export to Canada, and possibly other overseas markets. The van's tooling was also exported to India after UK production ceased, where the resultant vehicle continued in production until the 1980s.

Triumph Herald [edit]

By the later 1950s the small Standards were losing out in the UK market to more modern competitor designs, and the Triumph name was believed to be more marketable; hence the 1959 replacement for the Eight, Ten and Pennant was badged as the **Triumph Herald**; with substantial mechanical components carried over from the small Standards. Despite the separate chassis and independent rear suspension, the differential, hubs, brakes, engine and gearbox were all common to the last Standard Pennants. In order to build the Herald the company invested £2½ million in a new assembly hall extension at the Canley plant which Standard had acquired in 1916.[1] The builders of the three-storey building excavated 250,000 tons of soil and rock. Inside the building were three 1300 ft assembly lines equipped to be one of the most modern car assembly plants in the world. This turned out to be the company's last investment on such a scale at Canley: investment decisions after the merger with Rover would favour the newer plant at Solihull.

Overseas assembly plants [edit]

Overseas assembly plants were opened in Australia, Canada, India and South Africa. Sir John Black resigned from control of the company in 1954. Ill-health was cited as the 'official' reason for his resignation but it is now known the Board of Directors requested he end his relationship with the company. His deputy and long-time personal assistant, Alick Dick, assumed control. The company started considering partners to enable continued expansion and negotiations were begun with Chrysler, Massey-Harris-Ferguson, Rootes Group, Rover and Renault but these were inconclusive.

Leyland Motors [edit]

The Standard-Triumph company was eventually bought in 1960 by Leyland Motors Ltd which paid £20 million and the last Standard, an Ensign Deluxe was produced in the UK in May 1963, when the final Vanguard models were replaced by the Triumph 2000 model. Triumphs continued when Leyland became British Leyland Motor Corporation (later BL) in 1968. The Standard brand was ended on August 17, 1970 when a sudden announcement said that henceforth the Company was to be known as the Triumph Motor Company. The Standard name has been unused in Europe since then and the Triumph or Rover Triumph BL subsidiary used the former Standard engineering and production facilities at Canley in Coventry until the plant was closed in 1980.

BMW [edit]

BMW acquired the Standard and Triumph brands following its purchase of BL's successor Rover Group in 1994. When most of Rover was sold in 2000, BMW kept the Standard brand along with Triumph, MINI and Riley. The management of British Motor Heritage Ltd, gained the rights to the Standard Brand upon their management purchase of this company from BMW in 2001 (reference BMH website linked below).

There was talk of a possible revival of the Standard name by MG Rover for its importation of the Tata Indica (reference Channel 4 website below). However, for reasons relating to the ownership of the brand by BMW, the car was finally launched as the Rover CityRover.

Standard in India [edit]

Main article: Standard Motor Products of India

The Standard name endured into the 1980s in India, where Standard Motor Products, Madras manufactured the Triumph Herald with the basic 948 cc engine as the Standard Herald during the 1960s, eventually with additional four-door and five-door estate models exclusively for the Indian market.

After 1970, Standard Motor Products split with British Leyland, and introduced a bodily restyled four-door saloon based on the Herald known as the Standard Gazel in 1971, using the same 948 cc engine but with a live rear axle, as the Herald's swing-axle was not liked much by Indian buyers and mechanics alike. The Gazel was built in small numbers – it has been suggested that it did so to keep its manufacturer's licence – until 1977. With the company concentrating solely on producing commercial vehicles based on the Leyland 20 model, badged as "Standard 20", production of Standard cars ceased until the Standard 2000, a rebadged Rover SD1, was introduced in 1985. The car was higher and had a slightly modified old 1991 cc Standard Vanguard engine, as the company could not procure the licence to use the original Rover engine on this car, and was thus not successful, apart from the reasons that it had competition from cars with Japanese and other newer, fuel-efficient technology in India. It ceased production in 1987, the last car to bear the Standard name.

British car models [edit]

Pre World War 1 [edit]

Year	Name	RAC rating	Cubic capacity	Bore & stroke	Valves	Cylinders	Wheelbase	Production
1903	Motor Victoria	6 hp	1006 cc	5 in (127 mm) x 3 in (76 mm)	side	1	78 in (1,981 mm)	
1904–1905	Motor Victoria	12/15 hp	1926 cc	5 in (127 mm) x 3 in (76 mm)	side	2		
1905		16 hp	3142 cc	100 mm (3.9 in) x 100 mm (3.9 in)	side	4	108 in (2,743 mm)	
1905–1908		18/20	4714 cc	100 mm (3.9 in) x 100 mm (3.9 in)	side	6	120 in (3,048 mm)	
1906	Model 8	16/20	3531 cc	102 mm (4.0 in) x 108 mm (4.3 in)	side	4	108 in (2,743 mm) / 120 in (3,048 mm)	
1906	Model 9	24/30	5232 cc	4 in (102 mm) x 4 in (102 mm)	side	6	120 in (3,048 mm) / 132 in (3,353 mm)	
1906	Model 10	10 hp	631 cc	70 mm (2.8 in) x 82 mm (3.2 in)	side	2	78 in (1,981 mm)	
1906–1912	Model 11	50 hp	11734 cc	140 mm (5.5 in) x 127 mm (5.0 in)	side	6	132 in (3,353 mm)	
1906–1912	Model 12	50 hp	11734 cc	140 mm (5.5 in) x 127 mm (5.0 in)	side	6	144 in (3,658 mm)	
1907		15 hp	1893 cc	70 mm (2.8 in) x 82 mm (3.2 in)	side	6	87 in (2,210 mm)	
1907–1908	Model B	30 hp	5297 cc	102 mm (4.0 in) x 108 mm (4.3 in)	side	6	120 in (3,048 mm)	
1908–1911	Model C	40 hp	6167 cc	102 mm (4.0 in) x 107 mm (4.2 in)	side	6	120 in (3,048 mm)	
1908–1911	Model D	30 hp	4032 cc	89 mm (3.5 in) x 108 mm (4.3 in)	side	6	120 in (3,048 mm)	
1909–1911	Model E	16 hp	2688 cc	89 mm (3.5 in) x 108 mm (4.3 in)	side	4	110 in (2,794 mm) / 120 in (3,048 mm)	
1912	Model G	25 hp	4032 cc	89 mm (3.5 in) x 108 mm (4.3 in)	side	6	116 in (2,946 mm)	
1910–1911	Model J	12 hp	1656 cc	68 mm (2.7 in) x 114 mm (4.5 in)	side	4	96 in (2,438 mm)	
1911–1912	Model K	15 hp	2368 cc	80 mm (3.1 in) x 120 mm (4.7 in)	side	4	120 in (3,048 mm)	
1911–1913	Model L	20 hp	3620 cc	80 mm (3.1 in) x 120 mm (4.7 in)	side	6	126 in (3,200 mm)	
1913–	Model O	20 hp	3336 cc	89 mm (3.5 in) x	side	4	121 in (3,073 mm) /	

1914	[illegible]	[illegible]	[illegible]	133 mm (5.2 in)	[illegible]	[illegible]	128 in (3,251 mm)	
1913–1918	Model S	9.5 hp	1087 cc	62 mm (2.4 in) x 90 mm (3.5 in)	side	4	90 in (2,286 mm)	

(Sources—Standard Motor Club and Graham Robson *Book of the Standard Motor Company*, Veloce, ISBN 978-1-845843-43-4)

1919–1939 [edit]

Year	Type	Engine	Production
1919–1921	9.5 hp Model SLS	1328 cc side-valve 4-cylinder	
1921–1923	8 hp	1087 cc side-valve 4-cylinder	
1921–1923	11.6 hp SLO	1598 cc ohv 4-cylinder	
1922–1926	13.9 hp SLO-4	1307 cc ohv 4-cylinder	
1923–1927	11.4 hp V3	1307 cc ohv 4-cylinder	
1926–1928	13.9 hp V4	1944 cc ohv 4-cylinder	
1927–1928	18/36 hp	2230 cc ohv 6-cylinder	
1927–1930	9 hp	1153 or 1287 cc side-valve 4-cylinder	
1929–1933	15 hp	1930 or 2054 cc side-valve 6-cylinder	
1930–1933	9.9 hp Big Nine	1287 cc side-valve 4-cylinder	
1931–1935	20 hp Envoy	2552 cc side-valve 6-cylinder	
1932–1933	Little Nine	1006 cc side-valve 4-cylinder	
1932–1933	Little Twelve	1337 cc side-valve 6-cylinder	
1932–1933	Big Twelve	1497 cc side-valve 6-cylinder	
1934	12/6	1497 cc side-valve 6-cylinder	
1934–1935	10/12 Speed Model	1608 cc side-valve 4-cylinder	
1934–1936	Nine	1052 cc side-valve 4-cylinder	
1934–1936	Ten	1343 cc side-valve 4-cylinder	
1934–1936	Twelve	1608 cc side-valve 4-cylinder	
1934–1936	Sixteen	2143 cc side-valve 6-cylinder	
1935–1936	Twenty	2664 cc side-valve 6-cylinder	
1937–1938	Flying Ten	1267 cc side-valve 4-cylinder	
1937–1940	Flying Twelve	1608 cc side-valve 4-cylinder	
1937–1940	Flying Nine	1131 cc side-valve 4-cylinder	
1937–1940	Flying Light Twelve	1343 cc side-valve 4-cylinder	
1937–1940	Flying Fourteen	1608 cc or 1776 cc side-valve 4-cylinder	
1936–1940	Flying Sixteen	2143 cc side-valve 6-cylinder	
1936–1940	Flying Twenty	2663 cc side-valve 6-cylinder	
1936-1938	Flying V8	2686 cc side-valve V-8-cylinder	
1938–1940	Flying Eight	1021 cc side-valve 4-cylinder	

1945–1963 [edit]

Year	Type	Engine	Production
1945–1948	Eight	1021 cc side-valve four-cylinder	383,139
1945–1948	Twelve	1608 cc side-valve 4-cylinder	9959
1945–1948	Fourteen	1776 cc side-valve 4-cylinder	22,229
1947–1953	Vanguard Phase I	2088 cc OHV 4-cylinder	184,799
1953–1955	Vanguard Phase II	2088 cc ohv 4-cylinder 2092 cc ohv 4-cylinder diesel	81,074 1,973
1953–1957	Eight	803 cc ohv 4-cylinder	136,317
1954–1956	Ten	948 cc ohv 4-cylinder	172,500
1955–1958	Vanguard Phase III	2088 cc ohv 4-cylinder	37,194
1956–1957	Sportsman	2088 cc ohv 4-cylinder	901
1957–1961	Ensign	1670 cc ohv 4-cylinder 2092 cc ohv 4-cylinder diesel	18,852
1957–1959	Pennant	948 cc ohv 4-cylinder	42,910
1958–1961	Vanguard Vignale	2088 cc ohv 4-cylinder	26,276
1960–1963	Vanguard Six	1998 cc ohv 6-cylinder	9953
1962–1963	Ensign II	2138 cc ohv 4-cylinder	2318

Military and commercial [edit]

Year	Type	Engine	Production

1940–1943	Beaverette	1,776 cc side-valve 4-cylinder	
1940–1944	12 hp Light Utility	1,608 cc side-valve 4-cylinder	
1943	Jeep	1,608 cc side-valve 4-cylinder	
1947–1958	12 cwt	2,088 cc ohv 4-cylinder	
1954–62	6 cwt	948 cc ohv 4-cylinder	
1958–1962	10 hp Atlas	948 cc ohv 4-cylinder	
1962–1963	Atlas Major	1,670 cc ohv 4-cylinder	
1962–1965	7 cwt	1,147 cc ohv 4-cylinder	

See also [edit]

Australian Motor Industries

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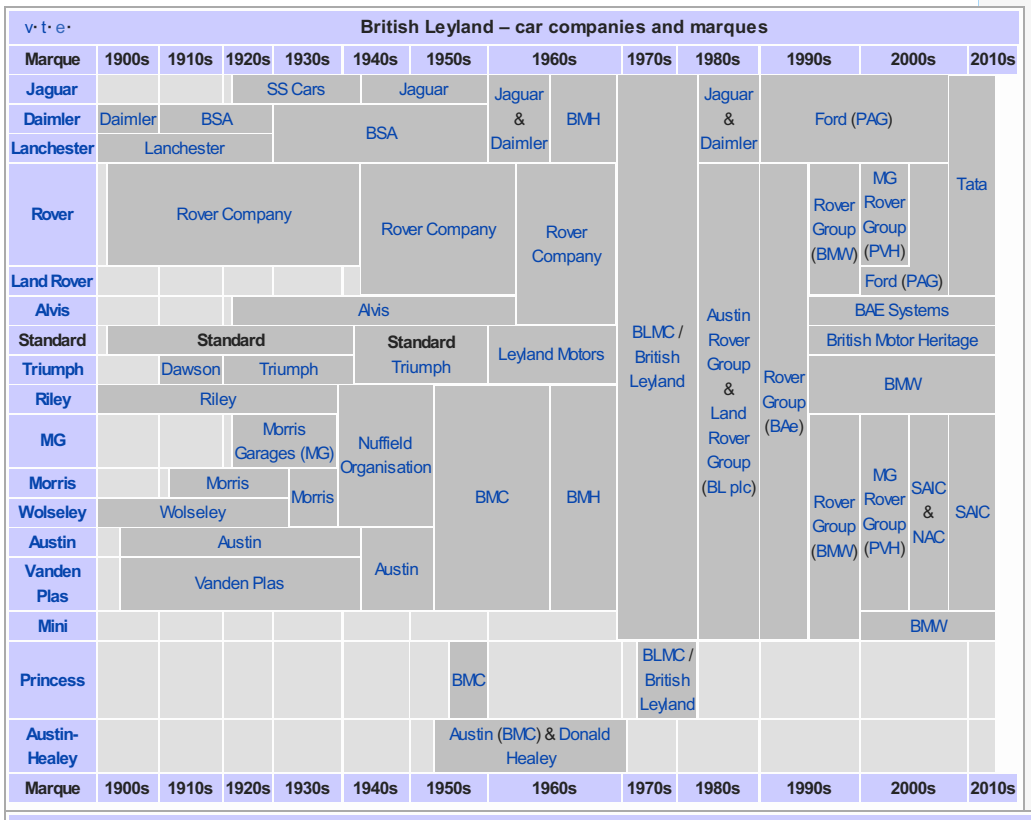
7. ^ Roberts, Peter (1984). *The history of the automobile* . Exeter Books. p. 145. ISBN 0-6710-7148-3. Retrieved 2013-08-18. "The ultimate was probably the Standard Flying Eight which had the new advantage for a small car of independent front suspension..."
8. ^ Robson, Graham, *The Book of the Standard Motor Company*, p. 69
9. ^ Standard Motor Company Record Turnover And Profit, Mr. C. J. Band On Expansion Policy *The Times*, Friday, Dec 21, 1945; pg. 10; Issue 50331

External links [edit]

- Standard Cars of the mid-1930s
- Standard Motor Club
- British Motor Manufacturers 1894–1960
- Unofficial Austin Rover Resource: Standards of India
- Hari's Motor World—Indian cars
- British Motor Heritage Ltd
- Unofficial Austin-Rover Web Resource
- MG Rover may revive Standard brand
- Archival material relating to Standard Motor Company listed at the UK National Archives
- Catalogue of the Standard archives , held at the Modern Records Centre, University of Warwick



v· t· e· **British car industry – companies and marques**

Marque	1900s	1910s	1920s	1930s	1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s
Rolls-Royce	Rolls-Royce Limited			Rolls-Royce Limited & Bentley				Rolls-Royce Motors	Rolls-Royce Motors (Vickers)		BMW & VW Group	BMW
Bentley			Bentley								Volkswagen Group	
Armstrong Siddeley	Siddeley-Deasy	Armstrong Whitworth		Armstrong Siddeley			Bristol Siddeley	Rolls-Royce Limited		Rolls-Royce plc		
Aston Martin		Aston Martin			Aston Martin Lagonda					Ford PAG		Aston Martin Lagonda
Lagonda	Lagonda											
Jaguar			SS Cars		Jaguar		Jaguar & Daimler	BMH	BLMC / British Leyland	Jaguar & Daimler	Ford (PAG)	Tata
Daimler	Daimler	BSA		BSA								
Lanchester	Lanchester											
Rover	Rover Company				Rover Company		Rover Company		Austin Rover Group & Land Rover Group (BL plc)	Rover Group (BAe)	Rover Group (BMW) / MG Rover Group (PVH)	
Land Rover											Ford (PAG)	
Alvis			Alvis								BAE Systems	
Standard	Standard				Standard Triumph		Leyland Motors				British Motor Heritage	
Triumph		Dawson	Triumph								BMW	
Riley	Riley				Nuffield Organisation	BMC	BMH					
MG			Morris Garages (MG)								Rover Group (BMW) / MG Rover Group (PVH)	SAIC & NAC / SAIC
Morris		Morris		Morris								
Wolseley	Wolseley											
Austin	Austin				Austin							
Vanden Plas	Vanden Plas											
Mini											BMW	
Princess						BMC		BLMC / British Leyland				
Austin-Healey						Austin (BMC) & Donald Healey						
Jensen				Jensen Motors				Britcar Holdings	Jensen Cars			
Reliant				Reliant				Reliant				
Bond					Bond							
AC	AC Cars (several ownership & company name changes)											
Argyll	Argyll								Argyll			
Bristol Cars					Bristol Cars							
Caterham								Caterham				
Crossley	Crossley											
Dutton								Dutton			Dutton	
Ginetta						Ginetta						
Gordon-Keeble						Peerless & Warwick	Gordon-Keeble					
Jowett	Jowett					Blackburn						
Lea-Francis	Lea-Francis											
Lotus						Lotus			General Motors Europe		Proton	
McLaren										McLaren		
Marcos						Marcos			Marcos		Marcos	
Morgan	Morgan											
Napier	Napier											
Turner						Turner						
TVR					TVR							
Westfield									Westfield			Potenza Sports Cars
GTM							GTM					
Vauxhall	Vauxhall Motors		General Motors							General Motors Europe		Opel
Vulcan	Vulcan											
Hillman	Hillman		Humber	Rootes				Chrysler Europe (Chrysler)	Peugeot (PSA)			
Humber	Humber											
Singer	Singer						Rootes					
Sunbeam	Sunbeam		Sunbeam-Talbot-Darracq	Rootes	(as Sunbeam-Talbot) Rootes		Rootes					
Talbot	Talbot											
Marque	1900s	1910s	1920s	1930s	1940s	1950s	1960s	1970s	1980s	1990s	2000s	2010s

v · t · e · **Automotive industry in the United Kingdom**

Manufacturing in the United Kingdom · Economy of the United Kingdom ·

Alexander Dennis (Plaxton) · Dennis Eagle · IBC Vehicles · JCB ·

Companies and marques	Commercial vehicle producers	Current	Leyland Trucks · London Taxis International · Optare · Smith Electric Vehicles · Stevens · Wrightbus ·
		Former	Albion · AEC · Bedford · Bristol · Commer · Daimler · ERF · Foden · Ford (Southampton plant) · Guy · Jensen · Karrier · LDV · Modec · Scammell · Sentinel · Shelvoke and Drewry · Thornycroft ·
	Motorsport		Arena Motorsport · Carlin · Caterham F1 · Chevron Cars · Cosworth · Engine Developments Ltd. · Force India · Ford World Rally Team · Fortec · Hewland · Ilmor · Lister · Lola Cars · Lotus F1 · Marussia F1 · McLaren · Mercedes AMG High Performance Powertrains · Mercedes AMG · M-Sport · Munchi's · Prodrive · Radical · Red Bull Racing · Ricardo · RML Group · Roger Dowson Engineering · Team Dynamics · Triple Eight · Van Diemen · Williams F1 · Wirth · Xtrac · Zytek Motorsport ·
	Passenger car producers	Current	Ariel · Ascari · Aston Martin · Bentley (Crewe plant) · BMW Group (Mini · Plant Oxford · Plant Swindon · Rolls-Royce (Goodwood plant)) · Briggs · Bristol · Caparo · Caterham · Electric Car Corporation · Fenix · Ford of Britain (Bridgend Engine · Dagenham plant · Dunton Technical Centre) · Ginetta · Honda UK · Jaguar Land Rover (Jaguar · Land Rover · Daimler · Castle Bromwich plant · Gaydon Centre · Halewood plant · Solihull plant · Whitley Engineering Centre) · Lagonda · Lightning · Lotus · McLaren (McLaren Technology Centre) · MG (Longbridge plant) · Morgan · Nissan UK · Noble · Peel Engineering · Radical · Spyker · Toyota UK · Vauxhall (Ellesmere Port) · Westfield · **Kit cars:** Caterham · Davrian · GKD · GTM · JBA Motors · Marc Nordon Racing · Onyx · Quantum · Sylva · Ultima Sports · Westfield ·
		Former	Alvis · Austin · Austin-Healey · BMC · BMH · British Leyland · MG Rover · Morris · Riley · Rootes · Rover Company · Rover Group · **Standard** · Sunbeam · Triumph · Wolseley · *More* ·
	Retail and services		The AA · ATS Euromaster · Autoglass · Auto Windscreens · British Car Auctions · British Vehicle Rental and Leasing Association · Green Flag · Halfords Autocentre · Halfords · Inchcape · Jardine · JCT600 · Kwik-Fit · Lex Autolease · Lookers · Pendragon · RAC · Sytner · We Buy Any Car ·
	Suppliers and consultancies	Current	Caparo Vehicle Technologies · Cosworth · Cummins UK · GKN (GKN Driveline) · Johnson Matthey · Lotus Engineering · MIRA · Perkins Engines · Pilkington · Quaife · Ricardo · Tata Steel Europe · Tickford · Tomkins · TRL · Unipart · Wipac · WMG · Zytek ·
		Former	Dunlop Rubber · Ferodo · Henry Meadows · Lucas Industries · LucasVarity · White and Poppe ·
Government and regulatory bodies	Department for Transport · Driver and Vehicle Licensing Agency · Driving Standards Agency · Vehicle Certification Agency · Vehicle and Operator Services Agency ·		
Related topics	Automobile designers · Automobile magazines (*Autocar* · *Auto Trader* · *Auto Express* · *Car Magazine* · *Classic & Sports Car* · *Evo* · *Motor Sport* · *Octane* · *Top Gear* · *What Car?*) · Institute of Advanced Motorists (IAM) · Motorcycle manufacturers · Royal Society for the Prevention of Accidents (RoSPA) · Society of Motor Manufacturers and Traders · *Top Gear* ·		
Category ·			

Categories: Defunct motor vehicle manufacturers of the United Kingdom | Defunct companies based in the West Midlands (county) | Coventry motor companies | Standard Motor Company

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